

Message Text

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PAGE 01 VIENNA 02249 141753Z

20

ACTION NEA-09

INFO OCT-01 EUR-12 ISO-00 CIAE-00 DODE-00 PM-03 H-02

INR-07 L-02 NSAE-00 NSC-05 PA-01 PRS-01 SP-02 SS-15

USIA-06 FEA-01 ERDA-05 AID-05 CEA-01 CIEP-01 COME-00

EB-07 FPC-01 INT-05 OMB-01 SAM-01 OES-03 STR-01

TRSE-00 FRB-03 /101 W

----- 055123

R 141530Z MAR 75

FM AMEMBASSY VIENNA

TO SECSTATE WASHDC 5110

INFO AMEMBASSY ALGIERS

AMEMBASSY LONDON

AMEMBASSY PARIS

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EO 11652: NA

TAGS: OPEC, AU

SUBJECT: NEWSPAPER ADS TO CARRY OPEC " SOLEMN DECLARATION"

1. EMBASSY HAS LEARNED FROM JOHN MCKIM WHITE. JR., PUBLISHERS REPRESENTATIVE HERE FOR INTERNATIONAL HERALD TRIBUNE (IHT) AND WASHINGTON POST, THAT HE IS HANDLING AT OPEC REQUEST PLACEMENT OF ONE-PAGE ADVERTISEMENTS IN MARCH 18 EDITIONS OF NEW YORK TIMES, WASHINGTON POST AND LONDON TIMES. THESE ADS WILL CONTAIN ENTIRE TEXT OF RECENT ALGIERS "SOLEMN DECLARATION" OF OPEC HEADS OF STATE. OPEC PLACING ADS IN NEW YORK AND LONDON PAPERS, SINCE IT "CONCENTRATING ON BIG INTERNATIONAL AND FINANCIAL MARKETS". WHITE SOLD OPEC ON WASHINGTON POST AS BEING MOST INFLUENTIAL U.S. PAPER.

2. WHITE SAID DECISION TO PLACE ADS WAS MADE BY SECRETARY GENERAL FEYIDE. WHITE HAS BEEN TRYING TO

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PAGE 02 VIENNA 02249 141753Z

SELL ADVERTISING TO OPEC FOR FIVE YEARS. HE DOES NOT

KNOW WHETHER THIS WILL BE ONE-SHOT AFFAIR (COST OF
THESE ADS TOTALS \$25,000 TO \$30,000) OR WHETHER
OPEC WILL ENGAGE IN MORE SUCH ADVERTISING. HE THINKS
HE STILL MAY SUCCEED IN SELLING OPEC A PAGE IN IHT
FOR SOLEMN DECLARATION. MOWINCKEL

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Message Attributes

Automatic Decaptioning: X
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Draft Date: 14 MAR 1975
Decaption Date: 01 JAN 1960
Decaption Note:
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Disposition Approved on Date:
Disposition Authority: GolinoFR
Disposition Case Number: n/a
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Disposition Date: 28 MAY 2004
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Margaret P. Grafeld
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To: STATE
Type: TE
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